

The John Wanamaker Page

Important News Concerning Many Sorts of Goods—Something Personal for Every Reader of the New York Journal.

Silver Decorations

The thought of the silver goods offered to-day dominates the store decoration. Burnished silver and silver gray emblems greet you on the centre aisle and expand over the entire rotunda. A mounted warrior, both horse and rider of heroic proportions, form the centre piece. Heraldic designs abound on all sides, and we think the tone and forms will please you. They are all intended to introduce you to the Silver Sale.

We offer this morning the largest collection of quadruple plated pieces that has ever been brought together in a retail store.

At One-Half and Less Than One-Half the Lowest Retail Prices

An occasion of this character would be of importance at any time. It is of emphatic importance now on account of the seasonableness of the offer. It comes at the same time when *Summer Hotels, Summer Boarding Houses, Seaside and Mountain Cottages and Yachts* are being prepared and equipped for the season. This opportunity for their owners to provide silver and cutlery at half prices, and less, will be promptly appreciated.

The goods offered are new and perfect. They have been collected from the surplusage and unsold stocks of half a dozen of the most prominent silverware makers of the country. The designs are recent and pretty, the finishing, perfection. They are not old goods, nor "seconds."

But in Some Cases Their Prices are Seventy Per Cent Under the Retail Figures, and in All Cases at Least Fifty Per Cent.

In addition to the "hollow ware" which is all in the best quadruple plate, we offer a large quantity of table cutlery, tea spoons and carving sets. Almost all these are at half, or nearly half the retail prices. And some news concerning solid silver, interesting to everybody.

The principal aisles on the main floor are given up to silver selling.

Sterling Silverware

Tea Spoons, set of six, 2 oz., \$2.
Sugar Spoons, \$1.25 and \$1.50 each.
Sugar Sifters, \$2.25 each.
Ice Cream Spoons, \$1.00 to \$1.50 dozen.
Coffee Spoons, \$5, \$6 and \$7 dozen.
Ice Cream Knives, \$3, \$3.50, \$6, \$6.50 each.
Salad Sets, \$5.75, \$8.25, \$10.50 set.
Berry Spoons, \$4, \$5, \$6.25, \$7 each.
Gravy Ladles, \$3.50, \$4.50 each.
Cream Ladles, \$1.15, \$1.50, \$1.65 each.
Cracked Ice Spoons, \$5.50 and \$6 each.
Individual Lettuce Forks, \$15 dozen.
Fruit Knives, \$7 and \$11.25 dozen.
Lemonade Spoons, 65c., \$1.15, \$1.25 each.
Apricot Forks, \$6 each.
Bon-Bon and Almond Spoons, \$1, \$1.25, \$1.50 each.
Loving Cups, \$5.50 to \$45.
Berry Bowls, \$23 to \$50.
Porringers, \$15.75, \$16.75 and \$20.50.
Tea Strainers, \$1, \$1.75 and \$2.
Sterling Handle Call Bells, with nickel bell, 85c. to \$1.25 each.
Children's Cups, \$6.25 to \$12.25.
Claret Jugs, \$7 to \$27.
Silver Mounted Corbs, 50c. each.
Cut Glass Sugar Sifters, sterling top, \$1.25 and \$1.50 each.
Cut Glass Sugar Bowls and Cream Jugs, sterling mounted, \$3.50 each.
Sterling Flasks, \$8.25, \$10.75 and \$11.
Cut Glass Sauce Bottles with sterling tops, \$3.25 to \$5.50 each.
Butter Dishes, \$6.50 to \$12.75.

Basement.

The Following at Half Prices

Cut Glass Vinaigrettes, sterling silver tops, \$1.50 each.
Cut Glass Salve Jars, silver gilt tops, some enameled, some set with stones, \$1.50 each.
Hair Brushes, sterling back, \$1 each; were \$1.50.
Shoe Hooks, Nail Files, Shoe Horns, Cuticle Knives, Tooth Brushes, Nail Brushes.
Curling Irons, Seals, Erasers, all at 25c. each—about half price.
Quadruple Plated Ware
Tea Sets, 53 styles, \$5.50 to \$27.
Coffee Sets, 5 styles, \$6 to \$13.
Trays, 10 styles, 75c. to \$15.
Butter Dishes, 75c. to \$3.75.
Salad Bowls, 4 styles, \$3.75 and \$4.
Ice Pitchers, plain and tilted, \$4.75 to \$8.75.
Bon-Bon Dishes, 6 styles, 75c. to \$2.25.
Baking Dishes, 16 styles, \$2.25 to \$5.75.
Tureens, 10 styles, \$2 to \$10.
Candelabra, 5 styles, \$2.50 to \$9.
Children's Cups, many kinds, 50c. to \$1.50.
Salts and Peppers, alike in design, 25c. to 75c. each.
Odd Tea Pots, 12 designs, \$2.75 to \$4.
Odd Coffee Pots, 12 designs, \$2.75 to \$5.
Sugar Bowls, 12 designs, \$1 to \$3.
Spoon Holders, 12 designs, \$1 to \$3.
Cake Baskets, 6 styles, \$1.50 to \$4.
Water Goblets, many kinds, \$1.50.
Odd Butter Plates, many kinds, 50c.
Syrup Pitchers, many kinds, \$1.25 to \$3.

Fruit Dishes, \$1.25 to \$2.75.

Napkin Rings, 20c. to 75c. half dozen.
Palm Pots for single palm, 50c.
Uncovered Bakers, \$3.75.

(Three hundred dozen Tea Spoons, extra plate, \$1.50 dozen; regular price, \$2.25.
Twelve gross Tea Spoons, extra plate, light weight, suitable for Summer use, \$1.10 doz.
Table Knives, \$1.50 doz.; triple plate.
Table Knives, \$2 doz.; triple plate.
Medium and Dessert Forks, \$2 and \$2.25 doz.; good plate.
One hundred sets of individual Butter Plates, triple plate, six in set, 50c.
Main Floor.

Cutlery (Basement)

Beef carving sets, stag handles, sterling silver ferrules, \$2.75 each.
Beef carving sets, in case, stag handles, sterling silver ferrules, \$3.
Beef carver and fork, stag handle, silver plated ferrules, \$1.75 pair.
Beef carver and fork, stag handles, \$1.50 pair.
Beef carver and fork, celluloid handles, \$1.35 pair.
Dinner knives, celluloid handles, steel blades, \$2.25 doz.
Game carver and fork, celluloid handles, \$1 pair.
Steak carver and fork, stag handles, 75c. pair.
Steak carver and fork, stag handles, sterling silver ferrules, \$1.25 pair.
Basement.

A Response to the Demand for a Bicycle Club

Here is the Plan:

Starts to-day; closes June 17th. You know the wheels; you know our broad guarantee.

Entrance fee is \$3—if all payments are completed within three months part of this fee is refunded.

2000 \$25 Continentals	Monthly payment, \$5	200 \$60 Orients with Morrow	
90 \$40 Humber Roadsters	Monthly payment, \$10	Brake	Monthly payment, \$10
66 \$42 Humber Tourists	Monthly payment, \$10	100 \$65 One-Thirty Orients	Monthly payment, \$12
76 \$45 Lady Humpers	Monthly payment, \$10	100 \$75 Orient Chainless	Monthly payment, \$12
500 \$50 Orient Roadsters	Monthly payment, \$10	50 \$100 Tandems	Monthly payment, \$20

All brakes and extra fixings, usual extra charge.

Bicycle delivered as soon as membership is completed

by the settlement of entrance fee and one of the monthly payments, and the acceptance by us of the usual business reference. For instance, Continentals are \$25; pay club fee, \$3, and one monthly part of \$5, or \$8 in all, and wheel is delivered. Your obligation is to make on this wheel four other monthly payments of \$5 each.

Bicycle Store, Basement.

One Word About the \$16 Bicycles

We are obliged to temporarily withdraw our offer of Saturday concerning the \$40 Road Flyer at \$15 and \$16. The reason is that Saturday's selling completely cleaned out floor and warerooms. We believed that we had wheels enough to last for two or three days, but apparently under-estimated the power of your appreciation.

More are being hurried to us, but we must use the first arrivals to fill the hundreds of orders taken Saturday after the wheels on hand had been sold.

The offer will be re-opened within a few days. Due notice will be given.

Shoes for Women and Children

There are still two shoe stores under this roof—the provisional store on the floor continues its offerings of excellent footwear at remarkably low prices, about half what you would expect to pay. Money-saving opportunities in the

Women's shoes at \$1.40 and \$2.
Boys' shoes at \$1.25 and \$1.50.
Children's shoes at 80c. to \$1.25.

New Capes and Jackets



A large number of new wraps of various sorts came in from Paris the last of past week.

A day later a large number of New York styles came in to keep them short company, and to match beauties with them. Now there's a showing to wonder at, if it weren't that you had finished with wondering at things you find here.

We don't think so many Spring wraps were ever shown at once in any one store, and we hear from you twenty times a day that there were never shown so many and such different elegance. And the prices are as low as prices can be on such goods.

The Capes of lace and net and chiffon are very prominent. Paris sends many, New York emulates. One style at \$8, one style at \$90. That is the range. There are probably fifteen prices between those ends.

Three Dress Goods Bargains

The Dress Goods people have been busy in the markets the past week, and the results are many and rich. It's a good market for bargains just now, if the hunter has the requisite ammunition. We have it, and we brought down these.

First—Two Thousand Yards of Silk-and-wool Fancy Checks, that were intended to sell at \$1 a yard, and should sell at that price. But we mark them *Forty-five Cents a Yard*. The fabric is a light firm, handsome suiting, with the colors forming an undecided check. The silk half is very much in evidence. There are eighteen color combinations. (Rotunda.)

Second—Five thousand yards of Silk-and-linen Grenadines. A fifty-cent quality for only *eighteen cents a yard*. It cost the importers of these goods nearly twice our selling price to bring them to this country. One way of the weaving is all silk; the other, all pure linen. The goods are light, shimmery and filmy, and will go in a day. (Rotunda.)

Third—Another thousand yards of the Black Cheviot Grenadines, at 35c. yard, instead of the justifiable dollar. You took a previous lot of six thousand yards in three days. This lot was not then off the looms. They are just here, and just to go again.

A Summer Silk

It's a Habutai Silk,—that deceptive Japanese make that feels so light yet wears so well. An ideal Summer silk; if the patterns are endurable. These patterns are not only endurable,—they are desirable. Blues and white and black and white, mostly; new patterns and good ones.

And a bargain price to wind up with,—45c. a yard, instead of 55c.

The Wanamaker-Wellington Type-writer

We have often been asked why we did not sell type-writers. People who had profited by our bicycle policy wondered why it had not been carried further.

The reason was that we had not found a type-writer that satisfied us. And this, although we were searching and experimenting, and receiving propositions weekly.

We were difficult to suit. We had our own ideas as to what a type-writer should be, and none of the applicants for admission to our Honor Roll of Exclusively Controlled Goods conformed to them. And so we continued to search and experiment, and test and reject.

Nearly three years ago the Wellington Type-writer came under our attention. We liked it,—considered its theory and action nearly perfect. But on rigorous tests it developed faults and weaknesses in its mechanical construction;—its workmanship was not on a par with its design. It was rejected with some regret.

Since then its construction has passed into other hands, and recently the improved Wellington, called the Wellington No. 2,—was again brought to our notice, and for six months has been undergoing

The Severest Tests that have ever been Given a Type-writer.

It has successfully passed through a course of not only hard use, under the hardest conditions, but it has also lived triumphantly through a deliberate programme of outrageous abuse. Nothing seems to hurt it,—the worse it was used, the better it behaved. Its mechanical excellence having been thus demonstrated, and its theory and design being obviously admirable, we accepted it. We therefore offer to our public in New York City, Philadelphia and the immediate vicinity of those cities

The Wanamaker-Wellington Type-writer, \$60 as the best all-round machine in the market at any price.

It will be found in the basement, under the charge of a competent demonstrator, who will explain its claims to supremacy. Among them are

Perfection of Simplicity, Continuously Visible Writing, Unimpairable Alignment, Light, resilient, even touch, Light weight, but great strength, Ease of Repair.

Men's Made-to-Measure Clothing

Patrons of this custom tailoring branch of the Clothing Store are necessarily well dressed men. Clothing that is correctly cut and well-made is always assured. Wanamaker's is synonymous with satisfaction—fit, style, making, price, all *must be right*. Of particular interest just now:

A sack suit at \$20. Choice from a large assortment of fabrics in stylish patterns. Suits at \$25, \$30 and \$35, of excellent quality; latest style goods; made as well as can be, and \$10 to \$15 less than the usual custom tailor price. At \$40 and \$45—Scotch and English chevrons; newest and best in that line. \$65 to \$100 are about the prices charged by exclusive tailors.

Second floor, Fourth Avenue.

Children's Hats.

Many kinds, that are made and trimmed with the same care those for older folk. Assortment comprises everything you could wish for. New, pretty styles in plenty. We will gladly show them to you and feel sure you will be pleased. \$3 and upward.

Second floor, Tenth Street.



\$1 to \$2.75 Dressing Sacques for 50c.

A splendid lot of pretty Dressing Sacques in Lawns—new, fresh, dainty things, intended to sell at prices from \$1 to \$2.75 each. They are in wide assortment—all-white, figured or in solid colors, with all kinds of lace and ribbon and embroidery enrichment. Many styles, but only a few of each kind. All sizes, but, of course, not all sizes in each style. Be prompt, for you may choose the one or more that you fancy at

Fifty Cents.

Not on sale until 9:30.

The Wall Paper Store.

As a store deeply interested in matters of interior decoration, we should fall far short of our ideals if we didn't give the wall papers careful and expert attention.

When we say to you, as we often do, "We will take care of the entire scheme of your home adorning and decorating, if you wish," we mean just what we say. And that means wall paper, just as much as it means window draperies and furniture coverings.

The whole "success" of a room, in fact, depends upon the wall paper. If that isn't right, all the effort thereafter is simply toward making the best of a misfortune. And a wall paper store is of very little help to you unless it enables you to avoid misfortunes by giving you an unhampered choice; together with some expert advice, if you wish any.

That is what this wall paper store of ours will do. Our showing of rare and beautiful papers and textiles for wall hanging has no superior on this side of the Atlantic. And we show everything that you will care for in the plainer things, too.

Household Linens.

We have great pride in our linen stock. It is most carefully watched, so that no inferior goods—the deceptive, unreliable sorts—may enter. Thus you buy linen here with perfect safety, always assured that they are linens. Reasonable prices always—sometimes considerably below the market. Such an occasion is this:

Table cloths of bleached German damask; free from dressing; 69x72 in., at \$1.60. Another size, 69x90 inch, at \$1.95. And one more, 69x108, at \$2.40. All these have been substantially reduced.
Napkins of German bleached damask, 21x21 in., at \$1.80 doz.; were \$2.25; dinner size at \$2.50 doz., instead of \$3.25. Another quality at \$3.25 doz., that were \$4.25.
Momie or crepe scarfs, 16x50 and 16x70 in., at 25c. and 30c.; exceptionally low priced.
Pillow cases, all linen, 22x36 in., at about the cost of cotton, 50c. a pair.
Towels, 17x36 and 18x36 in., hemmed and fringed, huckaback; ready for use; at 12½c. each.

Fourth Avenue.

Summer Blankets and Bedspreads

The medium and lightweight bed clothing for present comfort and for use a month or so later on. Many good kinds of blankets are shown here at moderate cost. One sort, made expressly for us, for double beds, an excellent quality, at only \$2.50 a pair. These proportionately low-priced:

For single beds, at \$3, \$3.50, \$4 and \$4.50 pair.
For double beds, at \$3.50, \$4.25, \$5 and \$6.50 pair.
Extra large size, at \$4, \$5, \$6 and \$6.50 pair.
BEDSPREADS
One kind at \$1; large size; crocheted Marseilles pattern.
At \$1.50—Extra large crocheted spreads, Marseilles pattern.
COMFORTABLES—Light weight, silkoline covered; filled with pure, clean, white cotton, at \$1, \$1.25 and \$1.50 each.

Third floor.

Veranda Furniture

Thirty-six hundred porch rockers were bought a few days ago to sell at prices greatly below the usual. Three kinds in the purchase, prices of which, present and regular, are here given:

At \$1, regular value \$1.50—Maple framed rocking chair; high back; close woven cane seat; wide, comfortable arms; turned spindle posts.
At \$1.25, regular value, \$1.90—Maple framed rocking chair; double reed seat and fancy reed back; wide, comfortable arms; fancy turned posts.
At \$1.75, regular value \$2.75—Maple framed rocking chair with decorated reed seat and back; full arms; fancy turned posts.

In addition, we have an excellent line of maple framed porch settees, rocking chairs and men's comfort arm chairs, all at moderate cost.

Fourth floor.

Formerly
A. T. Stewart & Co.,

JOHN WANAMAKER,

Broadway, Fourth Ave.,
Ninth and Tenth Sts.